

CONSULTANT GUIDE:

MK Winter 2008 “What Women in America Are Looking For” Survey

Ask about her – what she does, what she likes about it and what she doesn't.

A. What would you like to have more of in your life right now?

Rank Your **Top 3** of the following:

1. Fun and girlfriend time
2. Flexibility
3. Money and perks
4. Hope
5. Stability
6. Significance/ making a difference

B. If you were looking for a job, and you went around to different companies asking them about their company, what 3 things would you want to know in order to determine if you would consider working with them?

- 1.
- 2.
- 3.
- Optional: I will tell you how MK stacks up

C. Studies show that by the year 2010, 1 out of 3 American homes will have an at-home business. Yet, there are 5 reasons why women don't start a home-based business. Please pick the one that would most apply to you:

1. Too busy (What takes up the most amount of your time?)
2. Not the right type (What do you consider the right type?)
3. Start up cost of \$100 (If I gave you \$100 now, what would be your answer?)
4. Procrastination (People procrastinate because they are either completely not interested, totally overwhelmed, nervous. Pick one.)
5. Don't need the extra money

D. Have you recently thought about getting a part time or supplemental job?

If yes, please pick the amount of \$ you are interested in or need to make per month:

1. \$250
2. \$500
3. \$1000
4. \$1000+

E. Prior to trying MK products, what was your perception of MK, as a Company?

1. Has your perception changed? If yes, then how?
2. Have you ever thought about doing a home based business before, or found out information about one? If yes, which one?

F. If you were to become a MK consultant, what would you enjoy the most about it?

G. What are your 3 best qualities that would make you a great boss to yourself?

- 1.
- 2.
- 3.

State MK FACTS on next page NOW...

H. Would you consider hearing more about becoming a MK consultant at this time? If yes/maybe- set a phone/live appointment or invite to guest event. Send home with a CD or DVD and a Piece of Company Team Building Literature.

Recently 10,000 working women were surveyed...and the survey found that-

47% barely make ends meet
42% just need \$500 more per paycheck
50% live totally paycheck to paycheck
They were looking for #1) SECURITY #2) MONEY

According to the survey and to most of your responses...let me share how Mary Kay measures up:

There's Security as a 45 year old, privately owned company with NO debt! It can't be affected by the market...In addition- we are a leader in the cosmetic and direct sales industry AND Cosmetics is one of the industries that do VERY well in a recession. Women will not go without their mascara or cleanser...and lipstick is a low ticket, feel good item, so they will purchase that over a new coach bag.

Money is also important to women today....To earn \$500 extra a month a consultant would sell for example: 3 Satin Hands, 3 Mascara's, 3 lipsticks and 6 lip gloss' a week!

My unit consists of 300 women and 2/3 of them do these kinds of "on the go" sales—never working more than 1-5 hours a week! (this does not factor in reorders- since it is a consumable product there will be income there as well).

(my example- you can use) The year of 911 my unit went from \$800,000 to \$935,000 in sales...perfect example of the security and money Mary Kay offers during up and down times.

Now go back and ask question H.

TURN IN THESE SURVEYS to your director!!! She will follow up for you, or you can do it together...